The Program in
Institutional Advancement

Peabody College of Education & Human Development at Vanderbilt University
"At Peabody, we are educating the next generation of leaders for the institutional advancement profession. Our graduates have an uncommon understanding of the theoretical underpinnings of successful advancement programs and the ability to translate these ideas and concepts into practice. They will be instrumental in creating, managing and leading the most exceptional fund raising, alumni relations, and public affairs programs in the nation and the world."

TIMOTHY C. CABONI
Director, Institutional Advancement Program
Peabody College of Education and Human Development at Vanderbilt University offers a master’s of education degree (M.Ed.) in higher education administration with a specialization in institutional advancement. Doctoral students in the higher education leadership and policy programs (Ed.D. and Ph.D.) may also take courses in institutional advancement with approval of their advisor. Founded in 1985, the institutional advancement program is the only degree program in the nation devoted entirely to preparing advancement professionals for higher education.

If you are an experienced professional, the program will sharpen your skills and broaden your opportunities for career development and advancement.

If you are just entering the field of institutional advancement, the program will build a solid educational foundation for you and will enhance your professional credibility.

You will count among your fellow students college and university administrators, state policy makers and analysts, and others with a commitment to higher education who have come to the department from across the nation and around the globe.

Upon graduation, you will join a distinguished global network of Peabody alumni who are college faculty, college and university presidents, deans, policy analysts, associate vice presidents for academic affairs, vice presidents for institutional advancement, directors of alumni relations, directors of development and alumni giving, and executive directors of non-profit organizations.

“As a campaign consultant, I work with a great variety of non-profit organizations. Thanks to the educational strength of the IA program, I can speak knowledgeably and comfortably about issues and challenges confronting administrations in higher education and throughout the non-profit sector.”

Dan Rogge, M.Ed. ’97
Campaign Director, Custom Development Solutions
The program in institutional advancement combines a professional seminar in institutional advancement and educational fund raising with graduate courses in management, marketing and planning, and higher education administration.

The coursework and applied learning experiences will provide you with the knowledge and skills to develop institutional advancement programs that rest on proposal development; donor research, recognition and assessment; development of leadership for campaign organizations; campaign planning; and written and oral communication.

All courses are held on weekends to allow working advancement professionals to attend classes. This format provides you maximum flexibility in pursuing your degree. Many of the students in your cohort will come to Vanderbilt from around the nation on each class weekend. Doctoral students in higher education administration may pursue coursework in the institutional advancement program upon approval from their advisor.

The IA curriculum consists of the following components:

**Higher Education Leadership and Policy** The nature and function of American higher education; college and university finance; organization, structure and administration; diversity and leadership in higher education; state and federal policy in higher education; post-secondary education governance issues; and the legal context of higher education.

**Management** Effective management techniques and principles; human processes and administration; organizational leadership, planning and evaluation; and resource allocation and deployment.

**Marketing** Strategic marketing and planning for higher education; constituency relations and public image management; crises in higher education; and effective communication strategies.

**Professional Seminar** A two-semester program that addresses issues and crisis management; image development; alumni relations; annual and capital campaigns; planned giving; direct mail; donor research; public relations; nature, function and history of philanthropy; global perspectives on resource development; self-regulation and professionalization of fund raising; and other issues of concern to institutional advancement professionals.

**Practicum** Supervised work with a professional in the field. Projects are adapted to meet the needs of students already employed in institutional advancement roles.
About the Department

The institutional advancement program is administered through the Department of Leadership, Policy and Organizations (LPO).

The Department is among an elite few in the nation. In 2002, U.S. News & World Report ranked LPO fourth in the nation among graduate programs in educational administration. We count Harvard, Teachers College-Columbia, Stanford, and UCLA as our peers.

What will I study?

If you are interested in a career in alumni relations, public relations, or development on a college or independent school campus, this program will prepare you to enter the field of practice with the mastery of a specialized body of knowledge few individuals possess.

Your academic studies will be intellectually grounded in the department’s core, which takes human learning as its central focus, with connections to social, financial, and political capital; organizational dynamics; leadership; and decision analyses.

Throughout the program, your studies will focus on applying theories derived from the social and behavioral sciences to the practice of institutional advancement on a college campus. By the end of the program, you will have been exposed to the daily activities of advancement professionals, and you will have explored effective tools for fund raising, alumni relations, public relations and publication design.

You will leave Vanderbilt with a deep understanding of why specific techniques work and the capacity to tie this knowledge to real-world strategic decisions which will increase the effectiveness of your home institution.

“The Program in Institutional Advancement

“Being a weekend commuter student takes dedication. Yet, the rewards are more than worth the effort. I look forward to class and the open, thoughtful discussions that take place. It challenges me to return to the workplace and apply tried and true practices.”

KARA COVERT, M.ED. ’02
Director of Development, Transylvania University
John M. Braxton (D.Ed., The Pennsylvania State University)
Professor of Education
TEACHING: College student; academic profession
RESEARCH: Institutionalization of Boyer’s four domains of scholarship; influence of faculty teaching norm violations on student learning

Timothy C. Caboni (Ph.D., Vanderbilt University)
Director, Institutional Advancement Program
Lecturer in Public Policy and Higher Education
TEACHING: Institutional advancement; educational fund raising; college and university administration; strategic planning; higher education marketing
RESEARCH: Normative structure of fund raising; relationship of colleges and universities with external publics

James Hearn (Ph.D., Stanford University)
Professor of Public Policy and Higher Education
TEACHING: Organizational theory and behavior, higher education management and policy
RESEARCH: Higher education management and effectiveness

Stephen P. Heyneman (Ph.D, University of Chicago)
Professor of International Educational Policy
TEACHING: International issues of higher education policy; international organizations and organizational development
RESEARCH: International innovations in education; social cohesion

Michael K. McLendon (Ph.D., University of Michigan)
Assistant Professor of Public Policy and Higher Education
TEACHING: State and federal government and higher education; college and university administration
RESEARCH: State-level policy innovation in higher education; legislative leadership

Anthony Rolle (Ph.D., Indiana University)
Assistant Professor of Public Policy and Education
TEACHING: Quantitative decision techniques, education finance
RESEARCH: Education finance and issues of productivity

Michael Schoenfeld
(M.A., State University of New York – Stony Brook)
Lecturer in Higher Education
Vice-Chancellor for Public Affairs, Vanderbilt University
TEACHING: Crises in higher education
Where our graduates are employed

The IA program has made it possible for graduates to change their career paths, expand their options, or receive promotions. Most graduates are employed in higher education institutions, others work in nonprofit organizations, some do consulting, and some are working on their doctoral degrees. IA graduates are employed by some of the finest colleges and universities in the nation. Our alumni hold positions at Catholic University, Duke University, Emory University, Johns Hopkins University, Loyola University, Ohio State University, Reed College, University of Texas, Washington University, William and Mary, Yale University and over 50 other colleges and universities across the nation.

Institutional Advancement Program Faculty

The faculty of the Department of Leadership, Policy and Organizations includes some of the foremost names in the field of educational leadership and policy, a principal reason the Department consistently ranks among the best in the nation.


“*The quality of the faculty is outstanding. They are concerned, interesting, and enthusiastic about what they teach.*”

J. CAREY THOMPSON, M.Ed. ’86
Director of Admissions,
Furman University
Applying to Peabody College

Peabody College accepts applications for admission throughout the year, and the institutional advancement program allows students to enter in both fall and spring semesters. While the program admits students on a rolling schedule, applications received by January 15 receive priority consideration for financial aid.

We encourage you to make your application for admission to the M.Ed. Program in Higher Education Administration online at peabody.vanderbilt.edu/admissions/apply_online.htm. There is no fee to apply online.

For additional information and application materials, or to arrange a campus visit, please call, write, or e-mail:

Ms. Connie McGahey
LPO Admissions Coordinator
Box 514 Peabody Station
Vanderbilt University
Nashville, TN 37203
Toll Free: (866) 77-ADMIT
(615) 322-8019
Fax: (615) 343-7094
email: connie.lee.mcgahay@vanderbilt.edu
World Wide Web: peabody.vanderbilt.edu/lpo

“One of the best aspects of the IA program was that it offered me a chance to meet with alumni and development professionals in the field. These people were knowledgeable, enthusiastic, and passionate about their work. The IA program provided me with an opportunity to learn what a career in advancement would be like.”

Matt Wilson, B.A. ’96, M.Ed. ’00
Development Officer, Vanderbilt University
Vanderbilt’s Peabody College of Education and Human Development

Peabody College has a tradition of excellence in education which is recognized as among the best in the nation. In addition to programs in leadership, education administration, and policy, the College offers programs in teaching and learning, special education, human and organizational development, and psychology and human development. The faculty includes more than 110 full-time, preeminent researchers and teachers.

Roughly 560 graduate and professional students (and more than 1,100 undergraduates) are enrolled in our programs.

Vanderbilt University is a comprehensive national research university that provides innovative programs, state-of-the-art facilities, and a supportive environment for interdisciplinary inquiry. The University comprises ten schools, a public policy institute, a distinguished medical center, and The Freedom Forum First Amendment Center. Vanderbilt offers a full range of graduate and professional degrees as well as undergraduate programs in the liberal arts and sciences, engineering, music, education, and human development.

For more information about Peabody and Vanderbilt, visit us on the Web at: peabody.vanderbilt.edu or www.vanderbilt.edu.

“It heightens my credibility with donors and faculty when I share that I have a master of education in institutional advancement. Donors realize that I am committed to working in higher education and trust me when I discuss financial matters on endowed funds or suggest giving options. Faculty appreciate that I have an advanced degree and know I am working for the greater good of the institution.”

Lisa David, M.Ed. ’99
Director of Stewardship, Belmont University
Nondiscrimination Statement

In compliance with federal law, including the provisions of Title IX of the Education Amendments of 1972, sections 503 and 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990, Vanderbilt University does not discriminate on the basis of race, sex, religion, color, national or ethnic origin, age, disability, or military service in its administration of education policies, programs, or activities; its admissions policies; scholarship and loan programs; athletic or other University-administered programs; or employment. In addition, the University does not discriminate on the basis of sexual orientation, consistent with University nondiscrimination policy. Inquiries or complaints should be directed to the Opportunity Development Office, Baker Building, Box 1809 Station B, Nashville, Tennessee 37235. Telephone (615) 322-4705; Fax (615) 421-6871.

Security Statement

In compliance with the Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act and the Tennessee College and University Security Information Act, Vanderbilt University will provide you, upon request, an annual Security Report on University-wide security and safety, including related policies, procedures, and crime statistics. A copy of this report may be obtained by writing or calling the Vanderbilt University Police and Security Office, 2800 Vanderbilt Place, Nashville, Tennessee 37212 or by telephone at (615) 343-9750. You may also obtain this report on our website at police.vanderbilt.edu/secatvu.htm.

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